

# COVID-19

## Staying indoors with Canada

After over 8 weeks of social distancing, Canada is preparing to emerge from one of its most challenging times. As Canadians look to build back the economy, we look back at the tough journey and examine the evolution of the at home lockdown behavioral trends.

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Newsflash: WHO declares COVID-19 a pandemic  
**11th March »**

Newsflash: Canada's most populated province, Ontario, declares a state of emergency and begins shutting down  
**17th March »**

Newsflash: Canada-U.S. border now closed to non-essential travel  
**20th March »**

Newsflash: Tokyo 2020 Olympics postponed over coronavirus concerns  
**24th March »**

Newsflash: Prime Minister Trudeau announces \$82B coronavirus support package  
**25th March »**

Newsflash: Canadian Armed Forces dispatched to Québec to support the community during a regional lockdown and increasing cases  
**3rd April »**

Newsflash: Canadians mark Easter long weekend as COVID-19 measures continue  
**12th April »**

Newsflash: Prime Minister Trudeau announces \$9B emergency student benefit  
**22nd April »**

Newsflash: Canadian public health officials announce flattening of curve  
**2nd May »**

Newsflash: Provinces begin to reopen with Quebec leading the way »  
Ontario car dealerships allowed to open by appointment »  
**4th May**

### READJUSTMENT

### THE NEW NORM

### OPTIMISTIC FUTURE

#### Week 1

16th-22th March



##### Top Online Interests:

Immigration  
National Parks  
Local News  
Arts & Crafts

##### Top Interest Declines:

Olympics  
Apartments  
Snowboarding

#### Week 2

23rd-29th March



##### Top Online Interests:

Financial Aid  
Olympics\*  
Family Internet  
Credit/Debt Loans

##### Top Interest Declines:

Retirement planning  
Theme Parks  
Tax planning

#### Week 3

30th Mar - 6th Apr



##### Top Online Interests:

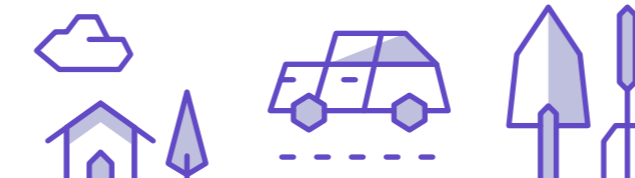
Honeymoons/Getaways\*  
Desserts & Baking  
Buying & selling cars  
Interior decorating

##### Top Interest Declines:

Graduate School  
College administration

#### Week 4

6th-12th April



##### Top Online Interests:

Certified Pre-owned vehicles  
Landscaping  
Car culture  
Gardenings

##### Top Interest Declines:

Dogs & cats  
Running/Jogging

#### Week 5 & 6

13th - 27th April



##### Top Online Interests:

Auto Repair  
Certified pre-owned  
Apartments

##### Top Interest Declines:

Local news  
Net conferencing

#### Week 7 & 8

28th April-11th May April



##### Top Online Interests:

Auto repair  
Dental Care  
Buying/selling homes  
Weather

##### Top Interest Declines:

Desserts & Baking